



Government of
Saskatchewan



Dear Tourism Saskatchewan Stakeholder:

Tourism Saskatchewan is poised to build upon the momentum of the 2011-2012 *Saskatchewan Campaign*, which promoted exciting vacation opportunities to the citizens of the province. The *Saskatchewan Campaign* has been recognized by the Tourism Industry Association of Canada (TIAC) as a finalist for the 2012 *Canadian Tourism Awards*. This certainly would not have been possible without the continued support from the tourism industry.

We are constantly looking for feedback to ensure that the campaign is meeting the needs of tourism operators. To this end, 2012 saw improvements such as: television being reintroduced to the media mix; enhanced communication by providing a local point of contact; additional radio stations added; and enhanced exposure for partners within the creative. Based on industry feedback, 2013 *Saskatchewan Campaign* enhancements will include:

- Additional radio stations to allow industry members to reach their identified target markets more effectively.
- An easier application process, which will be addressed by a fillable .pdf sell sheet option.
- A separate Winter Campaign that will enable industry members to reach their audiences on a four-season basis.

We hope that you choose to partner with us in 2012-2013. If you have any questions, comments, or feedback, please contact the Tourism Saskatchewan Field Representatives, staff from Tourism Saskatoon or Regina Regional Opportunities Commission, or Curt Koethler, Manager of Field Operations, at (306) 787-8708 or curt.koethler@sasktourism.com. Thank you. We look forward to working with you again in the upcoming year.

Best regards,

Jonathan Potts
Director of Marketing
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